

**IN THE CLAIMS:**

1. (Withdrawn) A method of delivering content to an audience member over a plurality of digital mediums based on an audience member profile, said method comprising the steps of:

providing the audience member access to first and second digital mediums;

providing an audience member profile common to both the first and second digital mediums;

associating the audience member with a segment of audience members based on the audience member profile; and

delivering content to the audience member via the first and second digital mediums based on the association of the audience member with the segment of audience members.

2. (Withdrawn) The method of Claim 1, wherein the first digital medium and the second digital medium comprise a digital medium having a uniquely addressable interface to the audience member.

3. (Withdrawn) The method of Claim 1, wherein the first digital medium comprises a website, and the second digital medium comprises a digital medium selected from the group consisting of: a website, a cable system, a wireless communications system, and a non-web based Internet medium.

4. (Withdrawn) The method of Claim 1, wherein the first digital medium comprises a website, and the second digital medium comprises a digital cable system.

5. (Withdrawn) The method of Claim 1, wherein the audience member has a first unique identifier relating to the first digital medium and a second unique identifier relating to the second digital medium.

6. (Withdrawn) The method of Claim 5, wherein the step of providing an audience member profile further comprises the steps of:

collecting profile data relating to the audience member via the first and second digital mediums;

associating the profile data by associating the first unique identifier with the second unique identifier; and

storing the profile data in a common audience member profile in a database.

7. (Withdrawn) The method of Claim 1, further comprising the steps of:

identifying the segment of audience members with a segment identifier included in a segment-targeting cookie;

storing the segment-targeting cookie in a computer associated with the audience member; and

delivering content to the audience member based on the segment identifier.

8. (Currently Amended) A method of delivering content ~~to be based on an audience member profile in an HTTP client-server computer system~~, comprising the steps of:

receiving an image request from a client computer ~~associated with the audience member~~ in response to transmission of a website page to the client computer, wherein said client computer includes a browser;

assigning ~~transmitting~~ a domain cookie containing a unique identifier for the browser of the client computer ~~to the computer associated with the audience member~~ in response to receiving the image ~~first~~ request;

storing profile data for the client ~~audience member~~ in a database;

identifying the ~~the~~ unique identifier for the client computer browser ~~audience member~~ in the domain cookie;

accessing the profile data for the client ~~audience member~~ from the database in response to identification of the unique identifier for the client computer browser ~~audience member~~;

associating the ~~audience member~~ client computer with a segment of ~~audience members~~ client computers based on the profile data;

transmitting a segment-targeting cookie, which includes a segment identifier for the segment of client computers ~~audience members~~, to the ~~computer associated with the client computer audience member~~, wherein said segment identifier is separate from said unique identifier;

receiving a request for a website page from the client computer ~~associated with the audience member~~; and

delivering content to the client computer ~~audience member~~ based on the segment identifier in response to receiving the request for the website page.

9. (Currently Amended) The method of Claim 8 further comprising the steps of:

determining the absence of a domain cookie with a unique identifier for the client computer browser ~~audience member~~ in response to a request for transmission of a second website page to the client computer;

~~assigning~~ setting a second domain cookie containing a unique identifier to the browser ~~for the audience member in a second domain cookie~~; and

transmitting the second domain cookie to the client computer ~~associated with the audience member~~.

10. (Currently Amended) The method of Claim 9 wherein the client computer ~~audience member~~ is associated with a default segment of client computers ~~audience members~~ as a result of transmitting the second domain cookie to the client computer ~~associated with the audience member~~.

11. (Currently Amended) The method of Claim 8 further comprising the steps of:

providing a primary website domain that is related to a domain associated with the website page;

providing the computer with a primary website cookie associated with the primary website domain, said primary website cookie having the unique identifier for the client computer ~~audience member~~; and

modifying the domain cookie transmitted to the client computer in response to receiving the image request to contain the unique identifier for the client computer browser ~~audience member~~ in response to transmission of the primary website cookie to the client computer.

12. (Canceled)

13. (Previously Presented) The method of Claim 8 further comprising the steps of:

collecting profile data relating to the client ~~audience member~~; and

storing the collected profile data for the client ~~audience member~~ in the database.

14. (Original) The method of Claim 13 wherein the step of collecting profile data includes collecting data from one or more sources selected from the group consisting of: a database, website page requests, advertisement requests, user survey data, direct response data, and website search requests.

15. (Currently Amended) The method of Claim 8 wherein the segment of ~~audience members~~ client computers is defined by rules that recognize any common affinity between two or more ~~audience members~~ client computers.

16. (Currently Amended) The method of Claim 8 wherein the content is delivered to the client computer ~~audience member~~ by a server selected from the group consisting of: an advertisement server, an email server, a streaming media server, and a website server.

17. (Currently Amended) The method of Claim 8 wherein the step of associating the client computer ~~audience member~~ with a segment of client computers ~~audience members~~ further comprises the steps of:

comparing the profile data of a plurality of clients ~~audience members~~; and

forming a segment of client computers ~~audience members~~ based on the comparison of client ~~audience member~~ profile data.

18. (Currently Amended) The method of Claim 13 further comprising the steps of:

periodically collecting additional profile data for the client ~~audience member~~; and

periodically determining which client computer ~~audience member~~ segments the client computer ~~audience member~~ is associated with, based on the profile data.

19. (Currently Amended) A method of delivering content to a client computer associated with ~~an audience member~~ a client based on client profile data, comprising the steps of:

storing client ~~audience member~~ profile data in a database;

assigning a domain cookie containing identifying the audience member  
with a unique identifier to a browser associated with the client computer stored in the  
database;

accessing profile data for the client stored in the database in response to  
identification of the unique identifier in the domain cookie;

associating the client computer ~~audience member~~ with a segment of client  
computers ~~audience members~~ based on the profile data;

identifying the segment of client computers ~~audience members~~ with a  
segment identifier included in a segment-targeting cookie, wherein said segment  
identifier is separate from said unique identifier;

transmitting the segment-targeting cookie to the client [[a]] computer  
~~associated with the audience member~~; and

delivering content to the client computer ~~audience member~~ based on the  
segment identifier.

20. (Original) The method of Claim 19 wherein the profile data includes  
information from one or more sources selected from the group consisting of: a  
database, website page requests, advertisement requests, user survey data, direct  
response data, and website search requests.

21. (Currently Amended) The method of Claim 19 wherein the step of  
associating the client computer ~~audience member~~ with a segment of client computers  
~~audience members~~ further comprises the steps of:

comparing the profile data of a plurality of client computers ~~audience members~~; and

forming a segment of client computers ~~audience members~~ based on the comparison of client ~~audience member~~ profile data.

22. (Currently Amended) The method of Claim 19 further comprising the steps of:

periodically collecting additional profile data for the client ~~audience member~~; and

periodically determining which client computer ~~audience member~~ segments the client computer ~~audience member~~ is associated with based on the profile data.

23. (Currently Amended) The method of Claim 19 wherein the content is delivered to the client computer ~~audience member~~ by a server selected from the group consisting of: an advertisement server, an email server, a streaming media server, and a website page server.

24. (Withdrawn) The method of Claim 1 wherein the first digital medium delivers a request for a first website page from the audience member, and wherein the step of associating the audience member with a segment of audience members based on the audience member profile comprises the further steps of:

storing a cookie associated with the first website page in a computer associated with the audience member;



identifying a unique identifier for the audience member in the cookie;  
associating the audience member with profile data based on the unique identifier; and  
associating the audience member with a segment of audience members based on the profile data.

25. (Currently Amended) The method of Claim 8 wherein the website page is delivered over a first digital medium, and wherein said method further comprises the steps of:

providing the client ~~audience member~~ access to a second digital medium;  
associating the client computer ~~audience member~~ with the profile data such that the profile data is common for both the first and second digital mediums;  
associating the client computer ~~audience member~~ with a segment of client computers ~~audience members~~ based on the common profile data; and  
delivering additional content to the client computer ~~audience member~~ via the first and second digital mediums based on the association of the client computer ~~audience member~~ with the segment of client computers ~~audience members~~.

26. (New) The method of Claim 8 wherein said segment-targeting cookie includes more than one segment identifier.

27. (New) The method of Claim 22 wherein the client computer segments are identified with segment identifiers included in the segment-targeting cookie.

28. (New) The method of Claim 8 wherein the content is an advertisement.

29. (New) A method of delivering targeted advertisements in an HTTP client-server computer system comprising:

receiving a request for content from a client computer;

transmitting the content to the client computer;

receiving a first cookie having client computer identifier data;

identifying the client computer from among a plurality of different client computers using the client computer identifier data included in the first cookie;

receiving a second cookie having content segment identifier data based on the content requested by the client computer, the content segment identifier data of the second cookie being different from the client identifier data of the first cookie;

classifying the client computer within at least one of a plurality of different client content segments based on the identification of the client computer using the client identifier data included in the first cookie and based on a plurality of client profile data stored in a database;

identifying a targeted advertisement from among a plurality of advertisements based on the classification of the client computer within the at least one of the plurality of different client content segments; and

transmitting the identified targeted advertisement to the client computer.

30. (New) The method of Claim 29, wherein the content segment identifier data identifies client computers that are to receive the same targeted advertisement based on the client profile data.